



BPEACE STYLE GUIDE

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LOGO

4-Box Version:

- The preferred logo for all purposes

1-Box Version:

- Use if logo is to be sized to less than 1"x1"
- Use if a 1-color logo is needed

B/W Version:

- Only use if printing in black and white



4-BOX VERSION



1-BOX VERSION

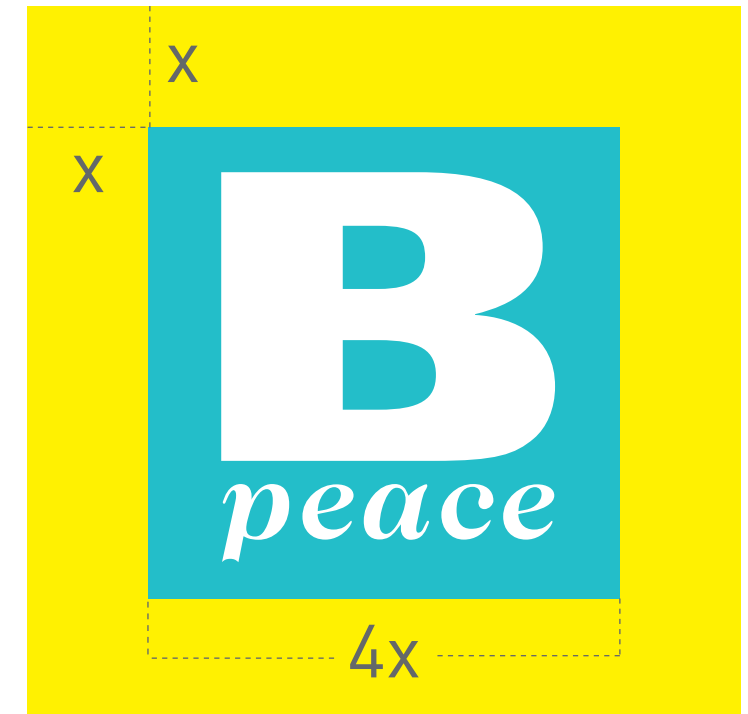


B/W VERSION



LOGO CLEARANCE

Clearance around logo should be no less than 1/4 the logo width (x).





LOGO USAGE

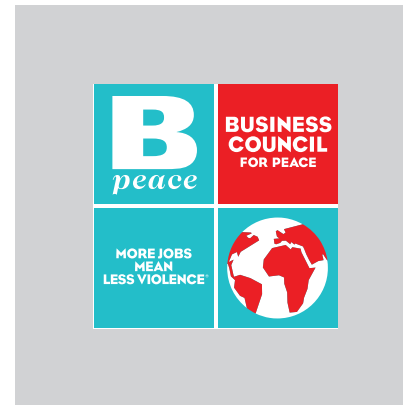
Do not place the logo on a color background without enough contrast.

If placing on a non-white background, there must be a white box placed beneath the 4-box logo, so that the crosshairs appear white.

The logo colors should never be changed.

The logo should never be tilted, split into separate elements, or distorted in any way.

DOs



DON'Ts





COLOR PALETTE

Shown here are the colors that make up the Bpeace color palette. These colors are to be used as colors for titles, subtitles, call-outs, shading, charts and graphs on all applications.

The **Primary Color Palette** is preferred for headlines, subheads and large graphics. The **Secondary Color Palette** should be used for charts and minor graphics.

Bpeace Dark Gray should be used for body copy.

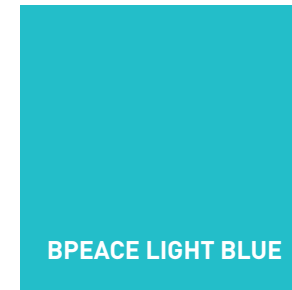
CMYK should be used for 4-color, process printing. RGB is for on-screen use only. Web is for web use. Pantone is for offset, spot-color printing.

Colors may only be used at 100% opacity.

PRIMARY COLORS

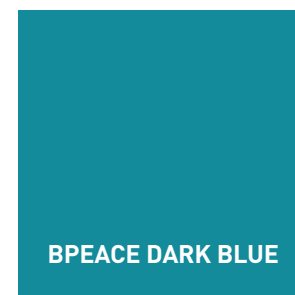


CMYK: 1/99/98/0
RGB: 236/30/36
Web: EB2226
Pantone: 485



CMYK: 70/0/23/0
RGB: 29/189/202
Web: 1DBDCA
Pantone: 319

SECONDARY COLORS



CMYK: 84/30/35/2
RGB: 0/138/155
Web: 008A9B
Pantone: 3145



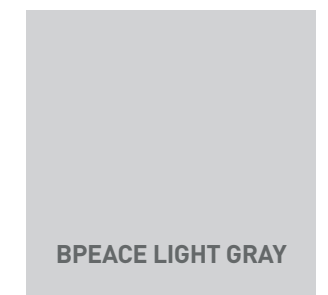
CMYK: 1/32/92/0
RGB: 250/181/49
Web: FAB531
Pantone: 143



CMYK: 63/52/52/16
RGB: 101/105/105
Web: 656969
Pantone: 424



CMYK: 42/33/32/1
RGB: 156/158/161
Web: 9C9EA1
Pantone: Cool Gray 7



CMYK: 0/0/0/20
RGB: 209/211/212
Web: D1D2D4
Pantone: 427



GRADIENTS

Gradients can be used for infographics, charts, and call-out boxes.

Note that the darker points on the blue and red gradients are not colors that appear on the official color palette (pg 6). These colors shouldn't be used anywhere else besides these gradients.



BPEACE LIGHT BLUE
CMYK: 70/0/23/0
RGB: 29/189/202
Web: 1DBDCA
Pantone: 319

CMYK: 84/30/35/22
RGB: 1/117/130
Web: 007482
Pantone: 7474



BPEACE RED
CMYK: 1/99/98/0
RGB: 236/30/36
Web: EB2226
Pantone: 485

CMYK: 1/99/98/30
RGB: 175/21/24
Web: AE1518
Pantone: 7620



BPEACE MEDIUM GRAY
CMYK: 0/0/0/20
RGB: 209/211/212
Web: D1D2D4
Pantone: 427

BPEACE DARK GRAY
CMYK: 63/52/52/16
RGB: 101/105/105
Web: 656969
Pantone: 424



CORE TYPOGRAPHY

Core typefaces should be the primary typefaces used on all communications.

For smaller headlines, use DIN Bold or Medium, set in all-caps, with tracking set to 50pt.

For larger headlines, use DIN Regular or Light, set in upper/ lower caps, with tracking set to 0pt.

For body copy, use DIN Regular at a minimum of 10pt, with tracking set to 0pt.

Italics are not recommended. If a word or section needs to be called out within a paragraph of copy, use a heavier weight or different color instead.

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



SPECIALTY TYPOGRAPHY

Specialty typefaces should be only be used for charts, infographics and video graphics.

It should be set as upper/lower case, with tracking set to 0pt.

MUSEO 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



TYPOGRAPHY WHEN USING MICROSOFT PRODUCTS AND CREATING EMAILS

These fonts should be used when creating documents in Microsoft Word, PowerPoint, Excel, and for all emails.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



SETTING COPY

Headlines: Left-justified is preferred. Can be centered in select cases (i.e. if placed above a table or infographic).

Captions: Make Bpeace Light Blue or Bpeace Dark Gray and left-justified. Do not italicize.

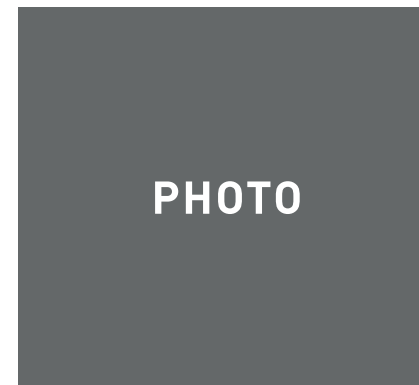
URLs: Make Bpeace Light Blue, bold, and underlined.

Subheads/Section headers: Make Bpeace Light Blue or Bpeace Dark Gray, bold, and left-justified. Can be all-caps or upper/lower.

Body copy: Should always be left-justified.

Bullets: Make Bpeace Light Blue, square, and 70% of text size.

THIS IS A HEADLINE



This is a caption.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non nisi congue, laoreet ligula ac, laoreet sapien. Sed gravida tristique dolor et eleifend. Maecenas velit risus, ornare eget dictum sit amet, euismod a leo. Integer tincidunt volutpat neque eget sagittis. Pellentesque elit felis, rutrum a mattis nec, imperdi et id leo. Sed placerat nulla ut ornare viverra. Mauris quis cursus mi, et elementum ex. Vivamus consectetur posuere rutrum. Sed ornare vitae velit ac consectetur convallis. Sed gravida tristique dolor et eleifend. Mauris non nisi congue, visit [url.com](#).

THIS IS A SUBHEAD / SECTION HEADER

Aliquam nibh orci, feugiat in vehicula vitae, accumsan sed est. Donec sollicitudin aliquet placerat. Morbi molestie orci ut lorem mollis elsad eifend et non diam. **Etiam convallis ipsum felis, id malesuada sapien mattis ac:**

- Etiam convallis ipsum felis, id malesuada sapien mattis ac
- Maecenas sagittis enim enim
- Morbi pulvinar risus at tellus fringilla pretium



CHARTS

Section headers:

- Use bold colors from the color palette or gradients for section header blocks.
- Set copy in DIN Bold or Arial Bold, white. Can be all-caps or upper/lowercase.

Data Rows:

- Alternate between Bpeace Light Gray and white for the rows.
- Set copy in DIN Regular or Arial, Bpeace Dark Gray, upper/lowercase.

Do not place an outline around the perimeter of chart. Use a .5pt—1pt. rule in Bpeace Dark Gray to separate columns.

SECTION A	SECTION B	SECTION C
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet
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Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet



PHOTOGRAPHY

Full-color photos are always preferred.
Do not use black/white or grayscale photos.

A transparent color wash can be placed over a photo, using the brighter colors from the Bpeace color palette. Avoid using the Bpeace grays for a color wash.

DOs



DON'Ts

